

ADI (rank)	1988 TSA households (000)			ADI (rank)	1988 TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Lafayette, La. (112)	33	50	—	Richmond, Va. (62)	46	65	65
Lake Charles, La. (170)	—	—	33	Roanoke-Lynchburg, Va. (73)	33	62	58
Lansing, Mich. (105)	—	45	42	Rochester-Austin, Minn.-Mason City, Iowa (147)	16	15	22
Laredo, Tex. (199)	3	3	4	Rochester, N.Y. (72)	44	47	57
Las Vegas (94)	24	35	47	Rockford, Ill. (114)	19	23	29
Laurel-Hattiesburg, Miss. (161)	—	5	28	Roswell, N.M. (194)	—	12	—
Lexington, Ky. (76)	38	50	48	Sacramento-Stockton, Calif. (20)	103	103	145
Lima, Ohio (196)	—	—	16	St. Joseph, Mo. (187)	13	—	—
Lincoln-Hastings-Kearney, Neb. (92)	22	41	13	St. Louis (18)	109	136	194
Little Rock, Ark. (55)	63	59	83	Salinas-Monterey-San Jose, Calif. (111)	40	19	38
Los Angeles (2)	543	460	603	Salisbury, Md. (162)	13	22	15
Louisville, Ky. (47)	50	75	87	Salt Lake City (40)	69	64	83
Lubbock, Tex. (149)	13	17	21	San Angelo, Tex. (189)	—	10	—
Macon, Ga. (134)	16	36	20	San Antonio, Tex. (42)	59	73	82
Madison, Wis. (106)	29	32	34	San Diego (25)	81	96	86
Mankato, Minn. (208)	—	8	—	San Francisco (5)	234	223	255
Marquette, Mich. (184)	—	15	—	Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (113)	24	21	20
McAllen-Brownsville, Tex. (115)	23	23	19	Savannah, Ga. (103)	17	38	39
Medford, Ore. (153)	12	15	31	Seattle-Tacoma (15)	133	123	160
Memphis (41)	59	81	128	Shreveport, La.-Texarkana, Tex. (64)	53	56	65
Meridian, Miss. (175)	14	7	5	Sioux City, Iowa (125)	25	9	29
Miami (16)	143	148	180	Sioux Falls-Mitchell, S.D. (100)	30	43	19
Milwaukee (30)	80	81	111	South Bend-Elkhart, Ind. (84)	32	44	61
Minneapolis-St. Paul (13)	118	152	141	Spokane, Wash. (79)	41	40	53
Minot-Bismarck-Dickinson, N.D. (146)	7	17	30	Springfield, Mass. (108)	28	—	42
Missoula, Mont. (173)	13	9	15	Springfield, Mo. (81)	20	41	56
Mobile, Ala.-Pensacola, Fla. (58)	48	72	73	Springfield-Decatur-Champaign, Ill. (74)	34	43	56
Monroe, La.-El Dorado, Ark. (116)	11	47	27	Syracuse, N.Y. (67)	45	57	61
Montgomery, Ala. (101)	13	27	67	Tallahassee, Fla.-Thomasville, Ga. (126)	11	49	10
Nashville (32)	65	108	125	Tampa-St. Petersburg-Sarasota (14)	149	178	203
New Orleans (34)	71	110	119	Terre Haute, Ind. (129)	8	28	38
New York (1)	818	715	900	Toledo, Ohio (65)	40	62	83
Nrlk-Prtsmth-Nwprt Nws-Hmptn, Va (43)	60	74	94	Topeka, Kan. (142)	10	24	23
North Platte, Neb. (210)	—	—	6	Traverse City-Cadillac, Mich. (138)	12	38	31
Odessa-Midland, Tex. (143)	20	21	20	Tucson, Ariz. (83)	36	34	47
Oklahoma City (37)	59	84	89	Tulsa, Okla. (54)	50	66	67
Omaha (70)	44	48	57	Tuscaloosa, Ala. (185)	—	7	—
Orlando-Daytona Beach-Melbourne, Fla. (27)	107	112	136	Twin Falls, Idaho (202)	—	8	1
Ottumwa, Iowa-Kirkville, Mo. (204)	15	—	—	Tyler-Longview, Tex. (123)	40	9	17
Paducah, Ky.-Cape Girardeau, Mo. (75)	29	50	55	Utica, N.Y. (158)	9	—	23
Palm Springs, Calif. (178)	7	—	8	Victoria, Tex. (206)	3	—	6
Panama City, Fla. (171)	14	—	26	Waco-Temple, Tex. (93)	19	40	35
Parkersburg, W.Va. (198)	—	—	9	Washington (9)	182	193	208
Peoria-Bloomington, Ill. (110)	28	27	37	Watertown-Carthage, N.Y. (169)	4	14	15
Philadelphia (4)	402	333	421	Wausau-Rhineland, Wis. (128)	26	26	14
Phoenix (21)	104	116	122	West Palm Beach-Ft. Pierce-Vero Beach, Fla. (53)	41	29	78
Pittsburgh (17)	183	181	179	Wheeling, W.Va.-Steubenville, Ohio (139)	—	32	38
Portland, Ore. (26)	80	94	96	Wichita-Hutchinson, Kan. (60)	39	52	56
Portland-Poland Spring, Me. (69)	45	32	50	Wichita Falls, Tex.-Lawton, Okla. (130)	16	20	23
Presque Isle, Me. (203)	—	6	—	Wilkes Barre-Scranton, Pa. (51)	67	54	73
Providence, R.I.-New Bedford, Mass. (44)	70	56	100	Wilmington, N.C. (150)	25	9	52
Quincy, Ill.-Hannibal, Mo. (154)	—	18	22	Yakima, Wash. (127)	17	28	24
Raleigh-Durham, N.C. (35)	85	88	52	Youngstown, Ohio (88)	34	43	51
Rapid City, S.D. (167)	17	—	13	Zanesville, Ohio (201)	—	—	11
Reno (121)	23	20	22				

SportsChannel nets NHL rights

Cable sports service will pay \$50 million-plus for three years of hockey action

Rainbow Programing Enterprises' SportsChannel America, an ad hoc network of regional cable sports services, has won the rights to National Hockey League telecasts, for which it will pay more than \$50 million over the next three seasons. That figure is more than double the amount paid by ESPN under the current NHL contract. SportsChannel will divide coverage of the roughly 50 NHL games each year among its five regional sports cable channels in New York,

Chicago, Philadelphia, New England and Florida. Rights to games not served by those services will be sold to regional sports services in 12 other areas of the country.

Whether the games are offered as part of a basic or pay package will be at the discretion of the individual channels. SportsChannel also retains the right to sell the games in a

given region to a broadcast station instead of a cable channel.

Last week's announcement of a change in venue for hockey marked the first time that such an ad hoc network has won the rights to a major sport. The move was also seen by a number of industry observers as an assertive step forward by SportsChannel America in the purchasing of national sports rights. SportsChannel America is considered to be in the running for the next Major League Baseball television contract, which begins with the 1990 season.

In a statement, ESPN President Bill Grimes said that "we are disappointed" at losing the rights to hockey. "Our proposal to renew our agreement included a significant

